

Abstract

According to various aspects of the present invention, methods and systems are provided for informing users of an interactive television service of available content during an advertisement or via an electronic program guide. A hot key signal is inserted into a content signal transmitted to the one or more users from an interactive television service provider via a network with which the one or more users and the interactive television service provider are connected. If the hot key signal is relevant to the user, an indication that the hot key signal has been received is displayed on the screen. If the user accepts the hot key, the user is redirected to the alternate content or is provided additional information regarding the available content.